

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|   |  |                |                       |
|---|--|----------------|-----------------------|
| SUBMISSION TYPE:  | NEW ASSIGNMENT                                 |                |                       |
| NATURE OF CONVEYANCE:   | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                |                       |
| CONVEYING PARTY DATA  |  |                |                       |
| Name  | Formerly                                       | Execution Date | Entity Type           |
| American Express Company  |  | 09/27/2012     | CORPORATION: NEW YORK |
| RECEIVING PARTY DATA  |  |                |                       |
| Name:   | American Express Marketing & Development Corp. |                |                       |
| Street Address:   | 200 Vesey Street                               |                |                       |
| City:   | New York                                       |                |                       |
| State/Country:  | NEW YORK                                       |                |                       |
| Postal Code:  | 10285  |                |                       |
| Entity Type:  | CORPORATION: NEW YORK                          |                |                       |
| PROPERTY NUMBERS Total: 1   |  |                |                       |
| Property Type   | Number   | Word Mark      |                       |
| Registration Number:  | 3142294  | OPEN           |                       |
| CORRESPONDENCE DATA   |  |                |                       |
| Fax Number:   |  |                |                       |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                |                       |
| Phone:  | 212-640-1027                                   |                |                       |
| Email:  | trademarks@aexp.com                            |                |                       |
| Correspondent Name:   | Kerry A. Farrell                               |                |                       |
| Address Line 1:   | 200 Vesey Street                               |                |                       |
| Address Line 4:   | New York, NEW YORK 10285                       |                |                       |
| ATTORNEY DOCKET NUMBER:   | 555-001-555-770                                |                |                       |
| NAME OF SUBMITTER:  | John Nowak                                     |                |                       |
| Signature:  | /john nowak/                                   |                |                       |
| Date:   | 09/27/2012                                     |                |                       |
| Total Attachments: 1<br>source=assignment_2012092712562500#page1.tif  |  |                |                       |

OP \$40.00 3142294

## ASSIGNMENT OF TRADEMARK

WHEREAS, American Express Company, a New York corporation, having its principal offices at 200 Vesey Street, New York, NY 10285 (Assignor), has adopted, used and is using and is the owner of US Trademark Registration No. 3142294 covering the mark OPEN (Trademark).

WHEREAS, American Express Marketing & Development Corp., a Delaware corporation having its principal place of business at 200 Vesey Street, New York, NY 10285 (Assignee), is desirous of acquiring all rights to said Trademark.

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to said Trademark, together with the goodwill of the business symbolized by said Trademark and including all common-law and other rights, all claims, demands and causes for action, both at law and in equity, that Assignor may have, or may hereinafter acquire, on account of any infringement of said Trademark prior to the date hereof, and does hereby empower Assignee, and its successor in interest, to sue for and collect the same, to its and their own and absolute use. Assignor hereby agrees that it will execute any additional documents necessary to complete the recordal of this assignment.

In WITNESS WHEREOF, the undersigned being duly authorized and acting on behalf of the Assignor and Assignee, does hereby execute this assignment to take effect as of the 25<sup>th</sup> day of August 2005.

ASSIGNOR

Dated: September 27, 2012

  
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John Nowak, Assistant Secretary